



**Fishery Industrial
Technology Center**



Alaska Regional Salmon Marketing Mini-Grant Application

Final applications must be postmarked by February 14, 2003.

The Alaska Dept. of Community & Economic Development and the Kodiak Fisheries Industrial Technology Center are making competitive regional salmon marketing mini-grants available to Alaska salmon processors and direct marketing fishers. About \$400,000 has been set aside for the program, and awards will range from \$50,000 to \$150,000 each. The purpose of this grant program is to provide a marketing boost for organized associations of fishermen, processors and communities to implement a cohesive marketing strategy for a particular region's salmon.

Applicants will be responsible for defining the nature and boundaries of their region. Definition of a region may include regional management areas, particular locations within a larger region, a river or other parameters. Applicants will be expected to coordinate with all participants operating in that region to assure non-competing applications.

Grant funds may be used for advertising, test product giveaways, marketing manager travel, label design, and all tasks related to product marketing. Administrative services/indirect costs are not allowed. Grant projects must be completed by August 1, 2004.

Applications will be evaluated competitively based on:

- The level of cooperation among regional participants.
- Plans to define the regional identity for the salmon.
- Overall quality, creativity and effectiveness of the marketing plan.
- Demonstration of potential for market acceptance of regional identity.
- Demonstration of ability to deliver only top quality salmon into the targeted market at minimum under ASMI handling standards for premium or grade A product. (see specifications at <http://www.AlaskaSeafood.org/fishingprocessing/sgrades.htm>)
- How the end product will utilize regional branding to increase market recognition.
- Applicant(s) commitment of time, money and personnel to the marketing of the product.
- Extent to which the targeted market may appreciate the attributes and taste of wild salmon and hence yield higher prices.
- Extent to which the targeted market helps diversify existing markets for Alaska salmon.
- Extent to which the product is processed in region.
- Extent to which the applicant implements marketing promotions that do not denigrate other Alaska salmon products.
- Time and effort placed on marketing research.
- How the product could make use of a State of Alaska quality seal.
- Effectiveness of current regional marketing activities and explanation of how the grant will help sustain efforts.
- Demonstration of commitment by all involved parties to follow through with marketing plan beyond the grant program. This will include the development of a structured marketing plan with timelines, budget requirements, and expected goals.

To Complete Application:

1. *Applications must be no larger than ten (10) pages total, excluding attachments.*
2. A thorough description of the geography and industry of the applicant's region.
3. A marketing plan detailing:
 - a. a systematic plan that outlines key steps required to have a successful regional marketing program for activities under this grant and beyond
 - b. how the unique attributes of the region's salmon will be promoted so that consumer confusion is avoided and Alaska Seafood Marketing Institute's (ASMI) generic marketing of Alaska salmon is complimented
 - b. targeted market research to justify initial market entry
 - c. use of labels, brochures, regional images, branding etc.
 - d. role of fishermen, processors and community in conveying the story/romance behind the particular salmon
 - e. budget including contributing funds and services
 - f. use of media and types of promotions
3. Demonstrated commitment by all parties (fishermen, tender operators and processors) to specified set of handling procedures to ensure Premium or Grade A salmon according to ASMI's standards
4. Demonstrated partnership arrangements among fishermen, processors and/or hatchery operators.
5. A timetable including milestones tagged to expenditures.
6. Proof of the applicants' financial commitment to the project.

Review: Five copies of your completed application must be postmarked by February 14, 2003, and should be mailed to:

Deborah McBride
Alaska Dept. of Community and Economic Development
Division of Community and Business Development
P.O. Box 110804
Juneau, AK 99811-0804

Delivery-service (FedEx, UPS) application packages should be addressed to:

Deborah McBride
Alaska Dept. of Community and Economic Development
Division of Community and Business Development
333 Willoughby Avenue, 9th Floor
Juneau, AK 99811

Review and Award: Review of the applications will be set for completion by the middle of March 7, with award announcements following final approval by USDA.

Questions: Contact Deborah McBride at the Dept. of Community & Economic Development in Juneau, (907) 465-2023 or debbie_mcbride@dc.ed.state.ak.us.

USDA/DCED/UA Regional Salmon Marketing Program
Regional Salmon Marketing Mini-Grants
Application Cover Page

Project Title: _____
Project Director: _____
Amount Requested: _____
Organization: _____
Mailing Address: _____
Phone: _____ Fax: _____ E-mail (required): _____

1. Please thoroughly describe the applicable region for this grant. Included in the description, the geography of the region (including boundaries), the number of permit holders and gear types, the number and nature of salmon processors in the region, and other industry related attributes such as available infrastructure. Please provide a map as Attachment 1 with a visual demonstration of the region.
2. Please describe the marketing plan to be undertaken with mini-grant funds. The marketing plan must include a description of: a.) a systematic plan that outlines key steps required to have a successful regional marketing program for activities under this grant and beyond, b.) how the unique attributes of the region's salmon will be promoted so that consumer confusion is avoided and Alaska Seafood Marketing Institute's (ASMI) generic marketing of Alaska salmon is complimented, c.) targeted market research to justify initial market entry, d.) use of labels, brochures, regional images, branding etc., e.) role of fishermen, processors and community in conveying the story/romance behind the particular salmon, f.) budget including contributing funds and services (see Budget forms), g.) use of media and types of promotions.
3. Demonstrated commitment by all parties (fishermen, tender operators and plant workers) to specified set of handling procedures to ensure Premium or Grade A salmon according to ASMI's standards
4. Demonstrated partnership arrangements among fishermen, processors and/or hatchery operators.
5. A timetable for the marketing project that includes measurable milestones. Identify expenditures of grant funds tied to project milestones.
6. Proof of the applicants' financial commitment to the project.

Budget Form

Project Budget

Project Title: _____

<u>Description</u>	<u>Grant Funds</u>	<u>Matching Funds</u>	<u>Total Funds</u>
1. Personnel (list):			
2. Travel			
3. Equipment			
4. Supplies			
5. Publication Costs/ Printing			
6. Advertising			
Total Costs:			

Estimated Return on Expenditures/ Notes on Budget:

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Signature (Project Manager): _____ Date: _____

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